



PRESS RELEASE

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INTEGRITY



SERVICE

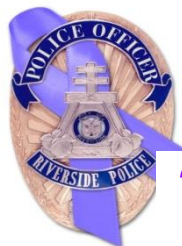


EXCELLENCE

FOR IMMEDIATE RELEASE

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**Purple Ribbon
Month**

"Show Us Your Purple"

Riverside Police Promote Awareness about Leaving Kids in Cars

"You wouldn't leave your groceries in the car, why leave your child?"

Riverside, CA – The month of August is Purple Ribbon Month. Kaitlyn's law, effective January 2002, made it illegal to leave a child under seven unattended inside a motor vehicle. To support this effort, the Riverside Police Department would like to remind parents and caregivers to never leave your child unattended in a vehicle, not even for a minute, not even a second!

During the summer months, temperatures spike and children are left in vehicles that can reach up to 120 degrees even on a moderately cool day. A child's body heats up 3-5 times faster than an adult's body. A child's body temperature can rise to 106 degrees within 10-15 minutes of being left in a vehicle. Since May of this year, 15 deaths have been reported in the U.S. due to hyperthermia.

The Riverside Police Department has partnered with Riverside County Injury Prevention Services to participate in these efforts. RPD is distributing purple ribbons and has placed purple ribbon bumper stickers on police units. To enhance awareness a "Show Us Your Purple" competition is being conducted within the department.

Law enforcement officials recommend these prevention tips:

- Make "look before you leave" a routine and check the back seat every time you get out of the car. Don't overlook sleeping babies.
- Make arrangements for your day care provider to call within 30 minutes if your child has NOT been dropped off.
- If you see a child unattended in a car, call 911 and wait for help to arrive.

The public is encouraged to support Purple Ribbon Month. Please stop by our Orange and Magnolia Street Police Facilities for free purple lapel, antenna, and tree ribbons.

For more information, contact PSR DeFries at ndefries@riversideca.gov or 951-826-5674.